

INVOICE



WKMG
4466 N. John Young Pkwy
Orlando, FL 32804
TEIN: 06-0903509
Main: (407)291-6000
Billing: (407)521-1238

http://www.local6.com

Billing Address:

John McLaughlin & Associates
Attention: Accounts Payable
919 Prince Street
Alexandria, VA 22314

Send Payment To:

WKMG
PO Box 864255
Orlando, FL 32886-4255
TEIN: 06-0903509

Invoice #	Invoice Date	Invoice Month	Invoice Period
262039-1	10/28/12	October 2012	10/01/12 - 10/22/12

Station	Account Executive	Sales Office	Sales Region
WKMG	Kristen Waskie	MMT/Philadelph	National

Advertiser	Product	Estimate Number
POL/Connie Mack/R/Sen/FL	MACK FOR SENATE	600

Flight Dates	Order #	Alt Order #
10/16/12 - 10/22/12	262039	06374912

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/22/12	10/22/12	Morn News at 6a	6-7a	1-----	:30	1	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 1----- 1 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WKMG 10/22/12 6:24 AM Morn News at 6a 6-7a :30 CMMO1012H \$600.00 NM									
2	10/16/12	10/18/12	Morn News at 6a	6-7a	-T-T---	:30	2	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -T-T--- 2 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WKMG Tu 10/16/12 5:57 AM Morn News at 6a 6-7a :30 CMMO1012H \$600.00 NM 2 WKMG Th 10/18/12 6:59 AM Morn News at 6a 6-7a :30 CMMO1012H \$600.00 NM									
3	10/22/12	10/22/12	The Early Show	7-9a	1-----	:30	1	\$450.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 1----- 1 \$450.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WKMG 10/22/12 8:29 AM The Early Show 7-9a :30 CMMO1012H \$450.00 NM									
4	10/16/12	10/19/12	The Early Show	7-9a	-TWTF--	:30	4	\$450.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -TWTF-- 4 \$450.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WKMG Tu 10/16/12 7:24 AM The Early Show 7-9a :30 CMMO1012H \$450.00 NM 3 WKMG W 10/17/12 8:22 AM The Early Show 7-9a :30 CMMO1012H \$450.00 NM 4 WKMG Th 10/18/12 8:52 AM The Early Show 7-9a :30 CMMO1012H \$450.00 NM 2 WKMG F 10/19/12 7:27 AM The Early Show 7-9a :30 CMMO1012H \$450.00 NM									

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Advertiser	Product	Estimate Number	
POL/Connie Mack/R/Sen/FL	MACK FOR SENATE	600	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
5	10/22/12	10/22/12	Let's Make a Deal	10-11a	1-----	:30	1	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 1----- 1 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WKMG 10/22/12 9:58 AM Let's Make a Deal 10-11a :30 CMMO1012H \$600.00 NM									
6	10/16/12	10/19/12	Let's Make a Deal	10-11a	-TWTF--	:30	4	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -TWTF-- 4 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WKMG Tu 10/16/12 9:58 AM Let's Make a Deal 10-11a :30 CMMO1012H \$600.00 NM 2 WKMG W 10/17/12 9:59 AM Let's Make a Deal 10-11a :30 CMMO1012H \$600.00 NM 3 WKMG Th 10/18/12 9:59 AM Let's Make a Deal 10-11a :30 CMMO1012H \$600.00 NM 4 WKMG F 10/19/12 10:25 AM Let's Make a Deal 10-11a :30 CMMO1012H \$600.00 NM									
7	10/22/12	10/22/12	Price Is Right	11a-12p	1-----	:30	1	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 1----- 1 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WKMG 10/22/12 11:59 AM Price Is Right 11a-12p :30 CMMO1012H \$1,200.00 NM									
8	10/16/12	10/19/12	Price Is Right	11a-12p	-TWTF--	:30	4	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -TWTF-- 4 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WKMG Tu 10/16/12 10:58 AM Price Is Right 11a-12p :30 CMMO1012H \$1,200.00 NM 4 WKMG W 10/17/12 10:58 AM Price Is Right 11a-12p :30 CMMO1012H \$1,200.00 NM 3 WKMG Th 10/18/12 12:00 PM Price Is Right 11a-12p :30 CMMO1012H \$1,200.00 NM 1 WKMG F 10/19/12 11:29 AM Price Is Right 11a-12p :30 CMMO1012H \$1,200.00 NM									
9	10/22/12	10/22/12	Local 6 News 12-1230p	12-1230p	1-----	:30	1	\$900.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 1----- 1 \$900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WKMG 10/22/12 12:24 PM Local 6 News 12-1230p 12-1230p :30 CMMO1012H \$900.00 NM									
10	10/16/12	10/19/12	Local 6 News 12-1230p	12-1230p	-TWTF--	:30	4	\$900.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -TWTF-- 4 \$900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 WKMG Tu 10/16/12 12:26 PM Local 6 News 12-1230p 12-1230p :30 CMMO1012H \$900.00 NM 1 WKMG W 10/17/12 12:20 PM Local 6 News 12-1230p 12-1230p :30 CMMO1012H \$900.00 NM 2 WKMG Th 10/18/12 12:26 PM Local 6 News 12-1230p 12-1230p :30 CMMO1012H \$900.00 NM 4 WKMG F 10/19/12 12:26 PM Local 6 News 12-1230p 12-1230p :30 CMMO1012H \$900.00 NM									

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262039-1	10/28/12	October 2012	10/01/12 - 10/22/12
Advertiser	Product	Estimate Number	
POL/Connie Mack/R/Sen/FL	MACK FOR SENATE	600	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
11	10/22/12	10/22/12	News at 6p	6-630p	1-----	:30	1	\$1,400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 1----- 1 \$1,400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WKMG 10/22/12 6:20 PM News at 6p 6-630p :30 CMMO1012H \$1,400.00 NM									
12	10/16/12	10/19/12	News at 6p	6-630p	-TWTF--	:30	4	\$1,400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -TWTF-- 4 \$1,400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 4 WKMG Tu 10/16/12 5:58 PM News at 6p 6-630p :30 CMMO1012H \$1,400.00 NM 2 WKMG W 10/17/12 6:20 PM News at 6p 6-630p :30 CMMO1012H \$1,400.00 NM 3 WKMG Th 10/18/12 6:27 PM News at 6p 6-630p :30 CMMO1012H \$1,400.00 NM 1 WKMG F 10/19/12 6:28 PM News at 6p 6-630p :30 CMMO1012H \$1,400.00 NM									
13	10/22/12	10/22/12	News at 7p	7-7:30p	1-----	:30	1	\$1,700.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 1----- 1 \$1,700.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WKMG 10/22/12 7:22 PM News at 7p 7-7:30p :30 CMMO1012H \$1,700.00 NM									
14	10/16/12	10/19/12	News at 7p	7-7:30p	-T-TF--	:30	3	\$1,700.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -T-TF-- 3 \$1,700.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WKMG Tu 10/16/12 7:42 PM News at 7p 7-7:30p :30 CMMO1012H \$1,700.00 NM 2 WKMG Th 10/18/12 7:23 PM News at 7p 7-7:30p :30 CMMO1012H \$1,700.00 NM 3 WKMG F 10/19/12 7:14 PM News at 7p 7-7:30p :30 CMMO1012H \$1,700.00 NM									
15	10/22/12	10/22/12	M-F 11p News	11-1135p	1-----	:30	1	\$1,700.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 1----- 1 \$1,700.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WKMG 10/22/12 10:58 PM M-F 11p News 11-1135p :30 CMMO1012H \$1,700.00 NM									
16	10/16/12	10/19/12	M-F 11p News	11-1135p	-TWTF--	:30	4	\$1,700.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -TWTF-- 4 \$1,700.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WKMG Tu 10/16/12 11:33 PM M-F 11p News 11-1135p :30 CMMO1012H \$1,700.00 NM 2 WKMG W 10/17/12 11:25 PM M-F 11p News 11-1135p :30 CMMO1012H \$1,700.00 NM 4 WKMG Th 10/18/12 11:14 PM M-F 11p News 11-1135p :30 CMMO1012H \$1,700.00 NM 3 WKMG F 10/19/12 11:12 PM M-F 11p News 11-1135p :30 CMMO1012H \$1,700.00 NM									

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262039-1	10/28/12	October 2012	10/01/12 - 10/22/12
Advertiser	Product	Estimate Number	
POL/Connie Mack/R/Sen/FL	MACK FOR SENATE	600	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
17	10/17/12	10/17/12	Wed 7-8p SENATE DEB	7-8p	--2----	:30	2	\$1,700.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 --2---- 2 \$1,700.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WKMGW 10/17/12 7:41 PM Wed 7-8p SENATE DEBATE 7-8p :30 CMM01012H \$1,700.00 NM 2 WKMGW 10/17/12 7:59 PM Wed 7-8p SENATE DEBATE 7-8p :30 CMM01012H \$1,700.00 NM									
18	10/20/12	10/20/12	7-9a Sat Early Show	7-9a	-----1-	:30	1	\$350.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -----1- 1 \$350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WKMG Sa 10/20/12 7:58 AM 7-9a Sat Early Show 7-9a :30 CMM01012H \$350.00 NM									
19	10/20/12	10/20/12	Sat 11p News	11-1135p	-----1-	:30	1	\$1,700.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -----1- 1 \$1,700.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WKMG Sa 10/20/12 11:31 PM Sat 11p News 11-1135p :30 CMM01012H \$1,700.00 NM									
20	10/21/12	10/21/12	CBS Sunday Morning	9-1030a	-----1	:30	1	\$1,400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -----1 1 \$1,400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WKMG Su 10/21/12 9:09 AM CBS Sunday Morning 9-1030a :30 CMM01012H \$1,400.00 NM									
21	10/21/12	10/21/12	Face The Nation	1030-1130a	-----1	:30	1	\$1,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -----1 1 \$1,800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WKMG Su 10/21/12 11:24 AM Face The Nation 1030-1130a :30 CMM01012H \$1,800.00 NM									

Total Spots 43 Gross Total \$48,500.00

Payment Terms 30 Days

Agency Commission \$7,275.00
Net Amount Due \$41,225.00

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